



**open arms**  
**identity system**

# **primary research**

**brand story, history, and current digital presence**

Founded in 1986, Open Arms works tirelessly to nourish and sustain people living with illness in the Twin Cities through healthy, delicious meals meant to nourish body, mind, and soul. A phenomenal network of volunteers, generous donors, and countless others help make this a reality.

The purpose of Open Arms: To build a joyful and nourishing community that provides medically tailored meals and hope for people experiencing a significant health crisis or living with a life-threatening illness.

non-profit  
exists with  
living with  
illnesses  
hope  
the  
sustainably  
meals  
members  
small

Open Arms began as a single act of kindness in 1986 – our founder, Bill Rowe, cooking food in his apartment and delivering it to a few men living with AIDS who had become too sick to cook for themselves. Three decades later, our operation has grown into a 21,000-square-foot building with a state-of-the-art kitchen that allows us to cook and deliver half a million meals annually to more than 1,000 people each week with the help of over 5,000 volunteers.

After 20 years of serving people living with HIV/AIDS, Open Arms realized that the need for healthy food is the same, whatever the medical diagnosis. So we opened our arms wider to include people living with cancer, multiple sclerosis and ALS (Lou Gehrig’s disease). We also serve caregivers and dependents.

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# research analysis

positioning statement, brand attributes, potential improvements

Open Arms is a non-profit in Minnesota that exists to provide people living with life-threatening illnesses community-driven hope. In their efforts, they deliver free, sustainably-sourced, nutritious meals to community members in need by sourcing small, tangible contributions from the community. Open Arms embodies the impact that one can have on their community.

home home  
ect connec  
rk, network  
te innovato  
social - res  
sponsibility  
home home  
ot connec

## **Brand attributes based on web and social presence**

**Centered around creating a sense of home**

**Connections and networking**  
(building a community that feels like a family)

**Innovation**  
(pushing the bounds of what can be done in this sphere, with urban farms, etc.)

**Social-responsibility**

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### **Potential areas for improvement:**

Open Arms can push their efforts to gather more volunteers by reminding people that even the smallest act can have a major impact. Their web presence has potential for increased visual clarity and emphasis on the reasons behind all the different efforts of the program.

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## Positioning based on research:

Based on the research and the positioning statement developed from such, this updated branding identity aims to position Open Arms in the marketplace with the tagline "One mission. One million reasons." This mantra is shown throughout the identity elements and drives forward the idea that not only can anyone have an impact, but they are able to influence the brand from many angles.

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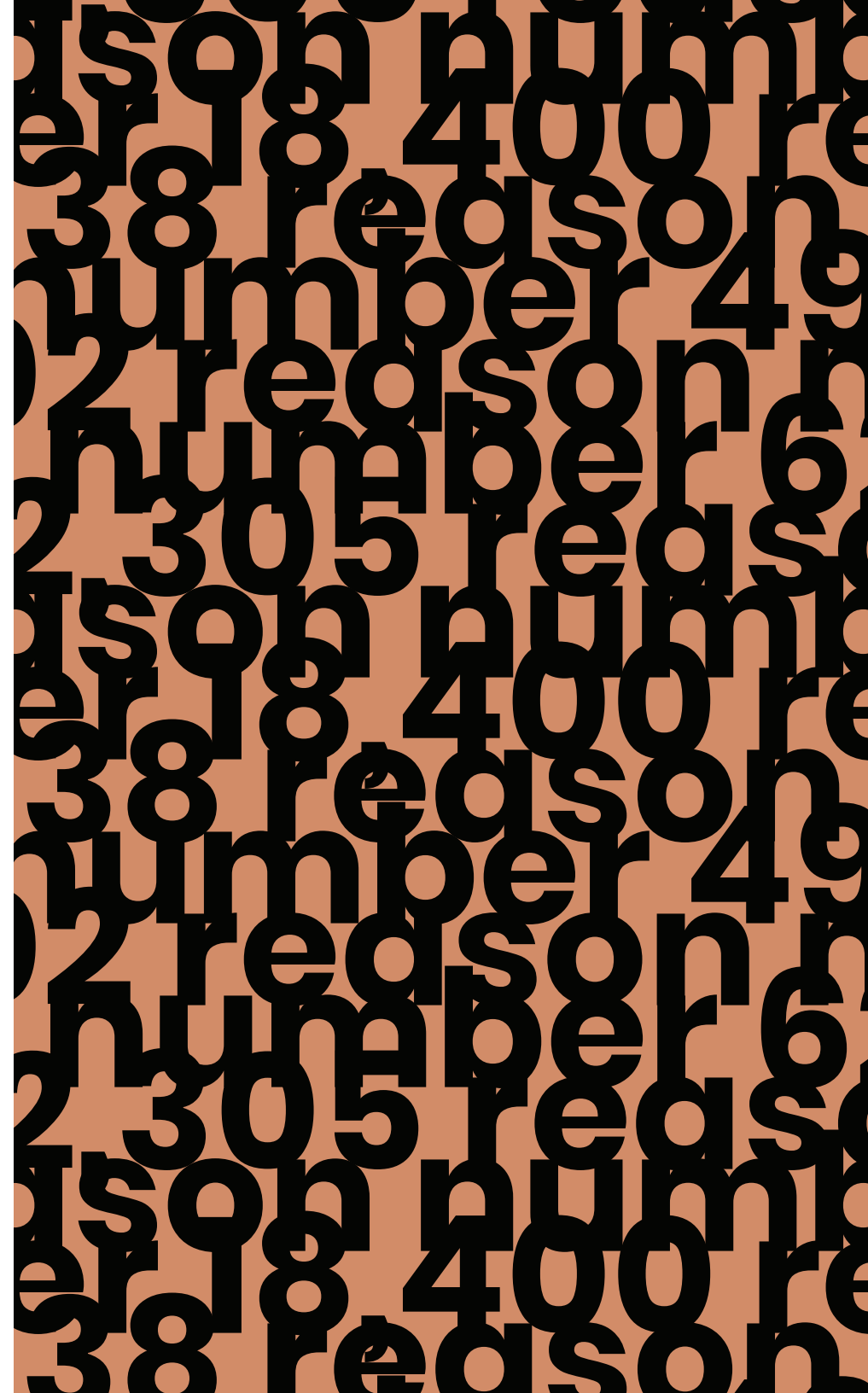
**One mission.  
One million reasons.**

This messaging “One mission. One million reasons.” comes through throughout the branding identity. Using functional elements of the brand to feature another reason out of the million.

**Ex.**

**reason number 3:  
people who are sick shouldn't be without food.**

**reason number 3,267:  
vacant lots look better as vibrant gardens.**

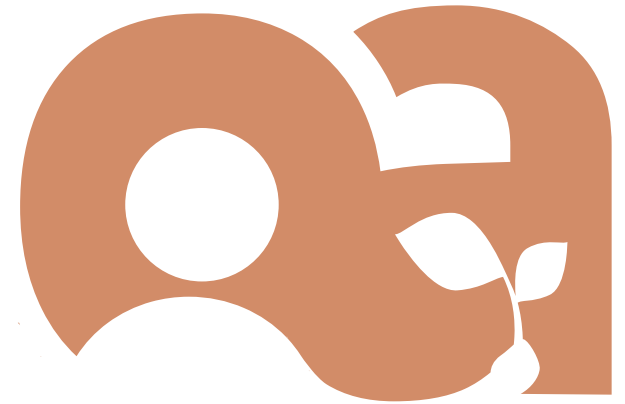


reason number 02,000 reason  
number 12,003 reason numb  
7 reason number 18,400 re  
n number 622,938 reason  
er 61,215 reason number 49  
ason number 102 reason n  
er 18,400 reason number 6  
ason number 82,305 reason  
number 12,003 reason numb



# Identity elements

logo type, color palette, photo treatment, etc.



The logo type attempts to capture the core values of the organization with the giving quality of the people that make up the essence of Open Arms.

primary font

**Poppins Bold**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

secondary font

Adelle Sans Reg

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

# One Mission

## One million reasons

Open Arms began as a single act of kindness in 1986 – our founder, Bill Rowe, cooking food in his apartment and delivering it to a few men living with AIDS who had become too sick to cook for themselves. Three decades later, our operation has grown into a 21,000-square-foot building with a state-of-the-art kitchen that allows us to cook and deliver half a million meals annually to more than 1,000 people each week with the help of over 5,000 dedicated volunteers.

**ex.**

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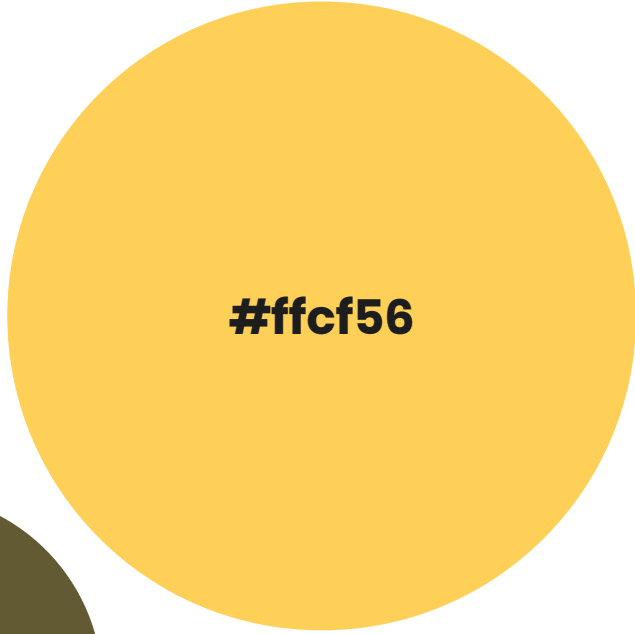
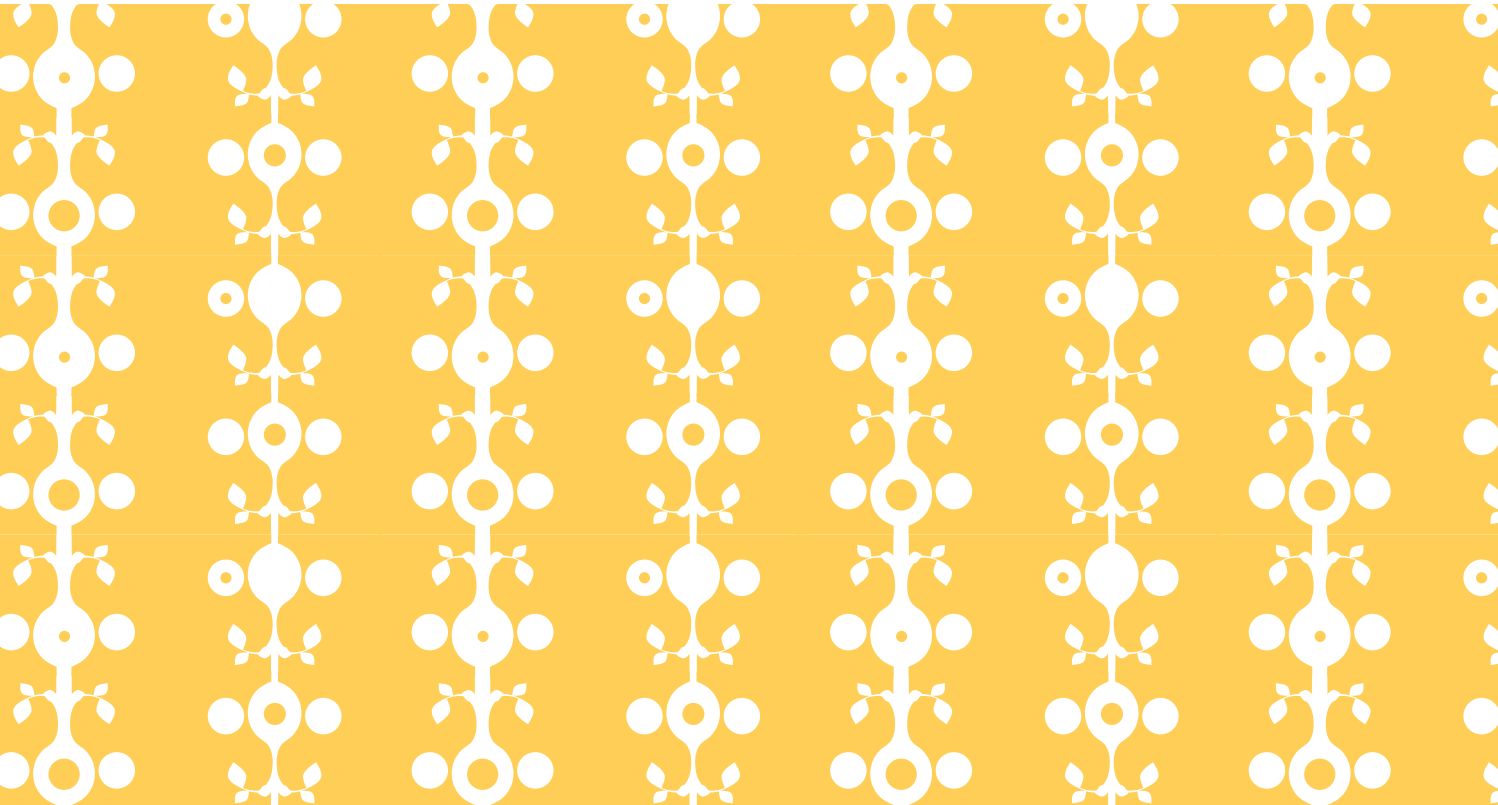


photo treatment

**The orange monochrome photo style is used to drive forward much of the brand messaging that the color itself conveys including warmth, health, success, and encouragement.**

**ex.**



**Pattern elements created from the logo type. Used as a textural element in various identity applications.**

**One brand.**

**Endless applications.**

**But just to show a few —**



delivery vans





aprons



delivery boxes



meal labels











Delivery person(s):  
Neighborhood:

Name	Heart-Healthy	Meat & Potato	Latino style	Gluten/Dairy Free	Flavor-Neutral	Renal	Variety	Pureed	Delivery Time
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volunteer sign in





## One mission, one million reasons.

Open Arms exists to provide people living with life-threatening illnesses community-driven hope. In their efforts, they deliver free, sustainably-sourced, nutritious meals to those community members in need by sourcing small, tangible contributions from the community. Open Arms embodies the impact that each individual can have.



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SIGN UP



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SIGN UP



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DONATE

## Recent news and events



**WELCOME TO OPEN ARMS OF MINNESOTA**  
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**WELCOME TO OPEN ARMS OF MINNESOTA**  
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**WELCOME TO OPEN ARMS OF MINNESOTA**  
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## Tweets by @openarmsmn

**@openarmsmn**  
Welcome back from delivering to our clients! Thank you [@LundsandByerlys](#)

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website splash page



**One mission.  
One million reasons.**



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